



PRESS RELEASE

For immediate release

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Bayard, Inc. To Sell Hope-Full Living Brand To Worship Anew

WORCESTER, Massachusetts, Sept. 16, 2020 – Bayard, Inc. (bayardinc.com), one of the largest religious publishers in North America, announced it has entered into a definitive agreement to sell the *Hope-Full Living* brand to Worship Anew.

Hope-Full Living was created and launched in 2011 by Creative Communications for the Parish, under the tutelage of Rev. Walt Schoedel and Dr. Rich Bimler, who proposed the concept of a daily devotional that ministered to older adults. Under the leadership of Worship Anew, the publication will continue to be a daily devotional written by older adults for older adults that addresses the issues, concerns, and experiences that mean the most to the faith life of seniors.

"We are pleased to see the mission of *Hope-Full Living* continued by a dedicated and joyful ministry," said Bayard Inc. CEO Hugues de Foucauld. "For the last 10 years, *Hope-Full Living* has been speaking about the needs, joys, worries, and faith experience of men and women age 60 and older and we thank the team for its ongoing hard work and commitment for this ministry."

According to Matthew Leighty, Worship Anew Executive Director, "When the opportunity to secure *Hope-Full Living* became available, the board of directors felt the publication strongly aligned with our mission of sharing Christ's love. We look forward to further using the God-given gifts that have been contributed by Rich Bimler and the many writers who have been such a blessing to this publication over the years."

Mark Zimmermann, of Creative Communications for the Parish, has served as the lead editor of *Hope-Full Living*. Mark and his team have been working with Worship Anew to ensure continuity of this publication. In doing so, he shared the following message related to his work on *Hope-Full Living*. "For nearly a decade, Creative Communications for the Parish has brought *Hope-Full Living* to thousands of daily readers, and now the company is happy to turn the reins of this publication over to Worship Anew."

We know *Hope-Full Living* is in good hands with Worship Anew, and wish Matthew and his team great success.

ABOUT BAYARD INC.

The Bayard, Inc. trademark stands for editorial excellence and innovation at the service of customers of all ages – from toddlers to seniors and every age in between. Founded by the

Augustinians of the Assumption, Bayard's unique history goes back nearly 140 years. Since its founding, Bayard has grown to become one of the largest publishers and distributors of Catholic booklets, books, magazines, and religious products worldwide, reaching over 36 million readers and customers!

In the United States, Bayard, Inc. is proud to provide Catholic and Protestant scriptural, inspirational, and catechetical resources under the Creative Communications for the Parish, Twenty-Third Publications, and Pflaum Publishing Group imprints. Bayard, Inc. also publishes *Living with Christ*, *Living Faith* and *Exploring the Sunday Readings*, and owns the *Catechist* and *Catholic Digest* websites. Through thoughtful and inspiring content, images and ideas, these resources aim to give Catholics and Protestants the information, tools, and resources they need to answer God's call to holiness and bring the light of Christ to others.

Through our donor-supported charitable organization, the Living Faith Foundation, Bayard, Inc. provides chaplains, ministry leaders and volunteers complimentary copies of *Living Faith: Daily Catholic Devotions* for distribution to families in need, military personnel, and inmates in federal, state, and local prisons and jails.

ABOUT WORSHIP ANEW

Lutheran Ministries Media, Inc. produces a weekly, 30-minute Lutheran broadcast worship service called *Worship Anew*. Each service includes music, scripture readings, prayers, and a pastor delivering a message that is designed to feel one-on-one to the viewer. Each program is closed-captioned for the hearing impaired.

Since 1980, Lutheran Ministries Media, Inc. in Fort Wayne, Indiana, has broadcast weekly worship services for those who seek to hear the message of God's Word; but the weekly televised worship service, that we now know as *Worship Anew*, has a beginning that started over 50 years ago. The program began with a pastor from Iowa, Rev. Oswald Henry Bertram, who had a vision for using technology to reach those in need of Christ's love and salvation.

Today, *Worship Anew* reaches thousands of people each week across the nation and around the world via television stations, the DVD subscription program, as well as by making the program available online.

SOURCE Bayard, Inc.

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